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DEC 03 2010

### REMARKS/ARGUMENTS

This application is submitted along with a Request for Continued Examination and appropriate fee in reply to the final Office Action dated 08/03/10. Claims 101-104 currently stand rejected. New claims 105 and 106 have been added to further define patentable aspects of the claimed invention. No new matter has been added by the amendment.

#### Examiner Interview

Applicant conducted a telephone interview with the examiner in order to discuss certain aspects of the invention. In the interview, applicant described one of the inventive steps to be the direct comparison of website profiles of companies to identify similar companies, wherein each company website profile comprises the word content of the website, and the frequency of each word in the website. The examiner advised on potential restructuring of the claims to better represent the invention and differentiate it from prior art. In the present amendment, applicant has restructured the claims according to this advice.

In order to assist examiner in assessing these new claims, each aspect of the method claim (105) is now presented, along with the corresponding application reference. Similar references will also apply to the corresponding system claim (106).

105. A method for displaying a measure of similarity between a plurality of companies (Fig 4; p2 line 15-19; p6 lines 14-17), the method comprising:

displaying an identifier which represents a company (Fig 4, #34) in response to a search term which is the website of that company (p6, line 30-p7, line 5), along with a plurality of identifiers representing companies which have a similar profile to the identified company (Fig 4, #36; p6, line 19 -29; p6 lines 14-17). *Applicant's note: in the terminology of the application, a "group" is a website, and a "group identifier" is a website address. It should be clear that in the context of this claim, the "desired profile of content" is the profile of a company website, rather than a user-provided profile.*

wherein each company profile comprises a plurality of entries (page 5, line 2- line 7), with each entry representing a unique word (Fig 1, #14) contained within the company website. *Applicant's note: in the terminology of the application, a "topic identifier" is a word/phrase in the website.*

wherein each profile entry comprises the unique word along with the frequency (p15, Line 17- line 23) with which that word appears in the website (Fig 1, #16)

wherein each unique word only appears once in the profile

wherein each profile is derived automatically by downloading and processing the

content pages of each company website (Fig 7, #40)

wherein profiles are compared by counting the profile entries which common  
between any pair of profiles (Fig 12 & p6 lines 6-14)

wherein each profile is stored in a database

wherein profiles are compared in response to user entry of the website address (Page  
7 Lines 4-5).

In light of the amendment, Applicant respectfully submits that the present application is  
in condition for allowance, and hence request reconsideration and allowance of all now-  
pending claims of the present application. As such, the issue of a Notice of Allowance is  
therefore respectfully requested. If any issues remain after entry of the present  
amendment, applicant invites the examiner to call him on +44 1506 847543 to resolve  
such issues at the examiner's convenience.

Applicant understands that a one-month extension of time and the associated fee of \$65 is  
required, plus the \$405 RCE fee is required, for which completed form 2038 is attached  
to allow payment by credit card.

Respectfully submitted,



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